Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim Listing:

1. (Currently Amended) A method of making paperboard cartons with selectively reinforced panels, said method comprising the steps of:

(a) advancing a web of noncorrugated paperboard along a path, the web of noncorrugated paperboard having a width and longitudinally extending panel portions that will become panels separated by fold lines in completed paperboard cartons;

(b) progressively applying and adhering at least one ribbon of reinforcing material to the advancing web of noncorrugated paperboard, the ribbon having a width less than the width of the web of noncorrugated paperboard and being positioned to overlie and adhere to substantially all of, but not beyond, a selected panel portion of the web;

(c) cutting the web of noncorrugated paperboard to form carton blanks having panels; and

(d) forming the carton blanks into cartons for receiving articles, the ribbon of reinforcing material reinforcing at least one panel of the cartons.

2. (Original) A method of making reinforced paperboard cartons as claimed in claim 1 and where in step (b) the at least one ribbon of reinforcing material is a ribbon of paperboard.

3. (Previously Presented) A method of making reinforced paperboard cartons as claimed in claim 1 and wherein step (b) further comprises advancing the at least one ribbon of reinforcing material along a path, applying adhesive to the advancing ribbon, and progressively bringing the ribbon into engagement with the advancing web of noncorrugated paperboard to adhere the ribbon to the web.

4. (Currently Amended) A method of making reinforced paperboard cartons as claimed in claim 1 and wherein step (b) comprises applying a plurality of ribbons of reinforcing material to the advancing web of noncorrugated paperboard, each of the ribbons of reinforcing material being positioned to overlie substantially all of, but not beyond, a selected panel portion of the web.

5. (Currently Amended) A method of making reinforced paperboard cartons as claimed in claim 4 and wherein the web of noncorrugated paperboard has panel portions extending along opposed edge portions and wherein at least one of the plurality of ribbons of reinforcing material is positioned to overlie substantially all of, but not beyond, a panel portion extending along an opposed edge portion of the web of paperboard.

6. (Currently Amended) A method of making reinforced paperboard cartons as claimed in claim 4 and wherein step (b) further comprises applying and adhering a first ribbon of reinforcing material to said web of noncorrugated paperboard overlying substantially all of, but not beyond, a panel portion thereof and applying and adhering a second ribbon of reinforcing

material atop the first ribbon of reinforcing material to form a double thickness of reinforcing material overlying the panel portion of the web.

7. (Currently Amended) A method of making reinforced paperboard cartons as claimed in claim 4 and wherein the web of noncorrugated paperboard has opposed edges and a panel portion intermediate the opposed edges, and wherein at least one of the ribbons of reinforcing material is positioned to overlie substantially all of, but not beyond, the panel portion intermediate the opposed edges of the web.

8. (Canceled)

9. (Previously Presented) A method of making reinforced paperboard cartons as claimed in claim 1 and further comprising the step of printing indicia on the at least one ribbon of reinforcing material, the indicia being visible from the inside of cartons formed in step (d).

10. (Previously Presented) A method of making reinforced paperboard cartons as claimed in claim 9 and wherein the indicia is printed on the at least one ribbon of reinforcing material before the ribbon is applied and adhered to the web of noncorrugated paperboard in step (b).

11. (Previously Presented) A method of making reinforced paperboard cartons as claimed in claim 1 and further comprising the step of scoring fold lines between panel portions of the web of noncorrugated paperboard along which the carton blanks are folded in step (d) to form cartons.

12. (Original) method of making reinforced paperboard cartons as claimed in claim 11 and where in step (b) the at least one ribbon of reinforcing material is positioned on the web so as not to cover a fold line.

13. (Original) A method of making reinforced paperboard cartons as claimed in claim 12 and wherein the at least one ribbon of reinforcing material has an edge and wherein the step of scoring fold lines includes forming at least one fold line adjacent the edge of the ribbon.

14. (Original) A method of making reinforced paperboard cartons as claimed in claim 1 and where in step (b) the at least one ribbon of reinforcing material comprises paperboard trim.

15. (Original) A method of making reinforced paperboard cartons as claimed in claim 1 and were in step (b) the at least one ribbon of reinforcing material comprises paperboard cull.

16.-24. (Canceled)

25. (Currently Amended) A method of making paperboard carton blanks comprising the steps of:

(a) advancing a web of noncorrugated paperboard along a path, the web of paperboard having a width and longitudinally extending panel portions that will become panels separated by fold lines in completed carton blanks;

(b) laminating a ribbon of reinforcing material to the advancing web of noncorrugated paperboard, the ribbon having a width less than the width of the web of noncorrugated paperboard and being positioned on, and adhered to, substantially all of, but not beyond, a longitudinally extending panel portion of the web of noncorrugated paperboard; and

(c) cutting the web of noncorrugated paperboard and laminated ribbon across their length into carton blanks having panels, the laminated ribbon reinforcing at least one panel of each of the carton blanks.

26. (Previously Presented) A method of making paperboard carton blanks as claimed in claim 25 and where in step (b) the ribbon of reinforcing material is a ribbon of paperboard.

27. (Previously Presented) A method of making paperboard carton blanks as claimed in claim 26 and wherein the ribbon of paperboard is paperboard trim.

28. (Previously Presented) A method of making paperboard carton blanks as claimed in claim 26 and wherein the ribbon of paperboard is paperboard cull.

29. (Previously Presented) A method of making paperboard carton blanks as claimed in claim 25 and wherein step (b) comprises advancing the ribbon of reinforcing material along a path, applying adhesive to the ribbon of reinforcing material, and bringing the ribbon into contact with the web to adhere the ribbon to the web.

30. (Previously Presented) A method of making paperboard carton blanks as claimed in claim 25 and wherein step (b) comprises laminating more than one ribbon of reinforcing material to the advancing web of noncorrugated paperboard, each ribbon having a width less than the width of the web of noncorrugated paperboard and being positioned within corresponding longitudinally extending panel portions of the web of paperboard to provide reinforcement in selected panels of the blank.

31. (Previously Presented) A method of making paperboard carton blanks as claimed in claim 30 and wherein panel portions extend along opposed edges of the noncorrugated paperboard web and wherein at least one of the ribbons of reinforcing material is positioned within a panel portion along an edge of the web of noncorrugated paperboard.

32. (Previously Presented) A method of making paperboard carton blanks as claimed in claim 30 and wherein the web of noncorrugated paperboard has opposed edges wherein a panel portion extends along the web intermediate the opposed edges, at least one of the ribbons of reinforcing material being applied within the panel portion intermediate the edges of the web of noncorrugated paperboard.

33. (Previously Presented) A method of making paperboard carton blanks as claimed in claim 30 and wherein at least one of the ribbons of reinforcing material is applied atop another one of the ribbons of reinforcing material within the panel portion to form multiple layers of reinforcing material within the panel portion of said web of noncorrugated paperboard.

34.-39. (Canceled)

40. (New) A method of making carton blanks, comprising:

advancing a web of noncorrugated paperboard along a path, the web having a predetermined width;

scoring at least one side of the web to form longitudinally extending fold lines;

progressively applying and adhering to the at least one side of the web a plurality of ribbons of reinforcing material, each ribbon having a width less than the width of the web and being positioned along the web so as to not overlie any of the longitudinally extending fold lines; and

cutting the web to form carton blanks.

41. (New) The method of claim 40, wherein the reinforcing material is selected from the group consisting of paperboard, plastic, fiberglass, woven or non-woven webs, and foam.

42. (New) The method of claim 40, wherein the reinforcing material is paperboard.

43. (New) The method of claim 42, wherein the paperboard is selected from the group consisting of trim and cull.

44. (New) The method of claim 40, wherein at least one edge of at least one ribbon is positioned a predetermined short distance from a longitudinally extending fold line.

45. (New) The method of claim 44, wherein the predetermined short distance is about 0.030 inches.

46. (New) The method of claim 40, wherein the noncorrugated paperboard web comprises plural thicknesses of noncorrugated paperboard laminated together.

47. (New) The method of claim 40, wherein one or more ribbons of reinforcing material are laminated atop at least one of the plurality of ribbons.

48. (New) The method of claim 47, wherein the one or more ribbons are of a different width from the at least one ribbon atop which they are laminated.

49. (New) The method of claim 40, wherein longitudinally extending panel portions are defined between the longitudinally extending fold lines, and other longitudinally extending panel portions are defined between the longitudinally extending fold lines and edges of the web, and at least one ribbon overlies substantially all of one of the panel portions.

50. (New) The method of claim 49, wherein each of the plurality of ribbons overlies substantially all of a panel portion.

51. (New) The method of claim 40, wherein the step of cutting the web includes providing each carton blank with at least one fold line extending transversely of the longitudinally extending fold lines, across the noncorrugated paperboard and the ribbons adhered thereto.

52. (New) The method of claim 40, wherein in the step of scoring of at least one side of the web, the web is scored to form first and second longitudinally extending fold lines, to define a first edge panel portion between the first edge of the web and the first fold line, a central panel portion between the first and second fold lines, and a second edge panel portion between the second fold line and the second edge of the web, and in the step of progressively applying and adhering, the ribbons are positioned to overlie at least one of the first edge, central, or second edge panel portions.

53. (New) The method of claim 52, wherein each ribbon overlies a separate panel portion.

54. (New) The method of claim 53, wherein at least one of the ribbons overlies substantially all of one of the first edge, central, or second edge panel portions.

55. (New) The method of claim 54, wherein one ribbon overlies substantially all of the first edge panel portion, and a second ribbon overlies substantially all of the second edge panel portion.

56. (New) The method of claim 40, comprising:

forming the carton blanks into sleeves.

57. (New) The method of claim 56, comprising:

inserting product into the sleeves; and

closing an end of each of the sleeves.

58. (New) The method of claim 40, comprising:

folding the carton blanks about a product; and

closing the blanks to thereby form cartons.

59. (New) A method of making carton blanks, comprising:

advancing a web of non-corrugated paperboard along a path, the web having a predetermined width;

scoring at least one side of the web to form longitudinally extending fold lines;

progressively applying and attaching to the at least one side of the web at least one ribbon of reinforcing material, the ribbon having a width less than the width of the web and being positioned to not overlie any of the longitudinally extending fold lines of the web, the ribbon having a longitudinally extending fold line on at least one side, the ribbon being attached to the web between the fold line of the ribbon and one edge of the ribbon, whereby the ribbon can be folded in a direction away from the web; and

cutting the web to form carton blanks.

60. (New) A method of making carton blanks, comprising:

advancing a web of noncorrugated paperboard along a path, the web having a predetermined width;

scoring at least one side of the web to form longitudinally extending fold lines;

progressively attaching at least one ribbon of reinforcing material to the at least one side of the web, the ribbon having a width less than the width of the web and being positioned to not overlie any of the longitudinally extending fold lines, the ribbon being adhered to the web substantially across the ribbon's entire width; and

cutting the web to form carton blanks.

61. (New) The method of claim 60, wherein the reinforcing material is selected from the group consisting of paperboard, plastic, fiberglass, woven or non-woven webs, and foam.

62. (New) The method of claim 60, wherein the reinforcing material is paperboard.

63. (New) The method of claim 62, wherein the paperboard is selected from the group consisting of trim and cull.

64. (New) The method of claim 60, wherein at least one edge of the at least one ribbon is positioned a predetermined short distance from a longitudinally extending fold line.

65. (New) The method of claim 64, wherein the predetermined short distance is about 0.030 inches.

66. (New) The method of claim 60, wherein the noncorrugated paperboard web comprises plural thicknesses of noncorrugated paperboard laminated together.

67. (New) The method of claim 60, wherein one or more ribbons of reinforcing material are laminated atop the at least one ribbon.

68. (New) The method of claim 67, wherein the one or more ribbons are of a different width from the at least one ribbon atop which they are laminated.

69. (New) The method of claim 60, wherein longitudinally extending panel portions are defined between the longitudinally extending fold lines, and other longitudinally extending panel portions are defined between the longitudinally extending fold lines and edges of the web, and the at least one ribbon overlies substantially all of one of the panel portions.

70. (New) The method of claim 60, wherein cutting the web includes providing each carton blank with at least one fold line extending transversely of the longitudinally extending fold lines, across the noncorrugated paperboard and the at least one ribbon adhered thereto.

71. (New) The method of claim 60, wherein in scoring at least one side of the web, the web is scored to form first and second longitudinally extending fold lines to define a first edge panel portion between the first edge of the web and the first fold line, a central panel portion between the first and second fold lines, and a second edge panel portion between the second fold line and the second edge of the web, and in progressively applying and adhering to the at least one side of the web at least one ribbon of material, the at least one ribbon is positioned to overlie one of the first edge, central, or second edge panel portions.

72. (New) The method of claim 71, wherein the at least one ribbon overlies substantially all of the first edge, central, or second edge panel portion to which it is applied.

73. (New) The method of claim 60, comprising:

forming the carton blanks into sleeves.

74. (New) The method of claim 73, comprising:

inserting product into the sleeves; and

closing an end of each of the sleeves.

75. (New) The method of claim 74, wherein inserting product into the sleeves comprises:

erecting the sleeves.

76. (New) The method of claim 60, comprising:

wrapping the carton blanks about a product; and

closing an end of each of the blanks.